

faith-based and community organization initiatives:  
tapping partnerships and fiscal resources

job readiness assessment strategies



selling post placement services to customers

## 2006 TRAINING

july • august • september • october • november



increasing capacity through fee-for-service

developing leadership for supervisors



teaching work habits and attitudes to your customers

job development;  
convincing employers to hire the hard-to-serve



case management interventions

performance measurement and evaluation

job seeking, job keeping, and job advancement skills

assisting special populations after a natural disaster

grant writing academy

developing and managing effective re-entry programs

# Training woes? Turn to the training pros.



We understand you have unique training needs and may not know where to turn. So, we've made the process easier for you. We provide on-site trainers or consultants, who are matched to meet your individual instruction requirements as well as your time delivery needs. Additionally, our consultants are cognizant of your budgetary needs; therefore, they deliver a high quality educational experience within your allocated resources.

Our process is easy as well. Just place a call to us. We will do the rest.

**Kathryn Tuck**  
**Member Services Director**  
(517) 371-1100, ext. 203  
[tuckk@michiganworks.org](mailto:tuckk@michiganworks.org)



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# MICHIGAN WORKS! ASSOCIATION NOW OFFERS SB-CEUs

**T**he Michigan Works! Association is proud to announce that training participants are now eligible to receive State Board-Continuing Education Units (SB-CEU) for approved catalog and special training. The SB-CEU is recognized by the State Board of Education and can be used by educators, administrators and counselors in an educational environment to retain certification and meet on-going continuing education requirements.

## How do I get SB-CEUs for Michigan Works! Association Training?

You must attend a workshop, which has already been approved for SB-CEU credit. You can check to see if a workshop is SB-CEU eligible by:

- Going on-line at: [http://www.solutionwhere.com/mi\\_sbceu/main.asp](http://www.solutionwhere.com/mi_sbceu/main.asp).
- Searching under the Courses By Sponsor category.
- Selecting Michigan Works! Association from the sponsor listing and see the workshops which are eligible.
- Attending the entire workshop.\*
- Signing in and out is required to track SB-CEUs.

## How many SB-CEUs are awarded for each workshop?

SB-CEUs are awarded based on the amount of time spent actively

engaged in learning during a workshop. For this purpose, events like registration, introductions, breaks and meals are not included in total learning time for SB-CEUs. As a general rule of thumb, SB-CEUs for Michigan Works! training are awarded as follows:

- One, half day of training:  
.30 SB-CEU
- One, whole day of training:  
.50 SB-CEU
- Two, whole days of training:  
1.0 SB-CEU

## Are SB-CEUs awarded to my customers or clients?

Only those who attend Michigan Works! Association approved training workshops or special training are eligible to receive SB-CEUs.

## How do I obtain my SB-CEU transcript from the Michigan Works! Association?

To obtain your transcript of SB-CEUs from the Michigan Works! Association, e-mail [training@michiganworks.org](mailto:training@michiganworks.org) or via fax at (517) 371-1140. Be sure to include your name, address, city/state/zip, and the workshop(s) attended. Please allow ten (10) business days for transcript approval and delivery.

**\*Those participants who do not stay for the entire workshop will not receive SB-CEUs.**



july/august/september/october/  
november 2006 Training Catalog

**Linda F. Kinney**  
*Executive Director*

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*Deputy Director*

**Kathryn Tuck**  
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The Michigan Works! Association Training Catalog is published biannually (February/March/April/May/June and July/August/September/October/November). Michigan Works! Association • 2500 Kerry Street, Suite 210 • Lansing, MI 48912-3657 • Phone: (517) 371-1100 • Fax: (517) 371-1140 • Website: [www.michiganworks.org](http://www.michiganworks.org) • E-mail: [info@michiganworks.org](mailto:info@michiganworks.org). Toll Free: (800) 285-WORKS. Photo release notification: Be advised that the Michigan Works! Association may take photographs of training sessions, which may include photos of participants. The photographs may be published in publications, on the Internet, or otherwise to support or promote our mission. All rights reserved. ©2006 by Michigan Works! Association. Auxiliary aids and services are available upon request to individuals with disabilities. Equal Opportunity Employer Program/Trainer.

# a letter from our EXECUTIVE DIRECTOR

Dear Colleagues,

**T**raining for an organization is paramount. The right training opportunities are key. Therefore, the Michigan Works! Association strives to provide a myriad of workshop opportunities for our workforce development partners. Each catalog presents new expert trainers and interesting workshop opportunities.

This season's catalog introduces some nationally renowned trainers including: April Bender, Charles Jameson, Jodie Sue Kelly, and James R. Nitz. Some of the training topics include: *Case Management Interventions* (page 16), *Grant Writing Academy* (page 20), *Job Seeking, Job Keeping, and Job Advancement Skills* (page 22), and *Teaching Work Habits and Attitudes to Your Clients* (page 24). In addition to our classroom learning, we have added Webinars for your training delivery needs.

As always, our trainings are aligned with the National Association of Workforce Development Professionals (NAWDP) Certified Workforce Development Professional (CWDP) skill competency areas. NAWDP offers a CWDP credential to its members, which is delineated in the catalog along with competency definitions found on page eight.

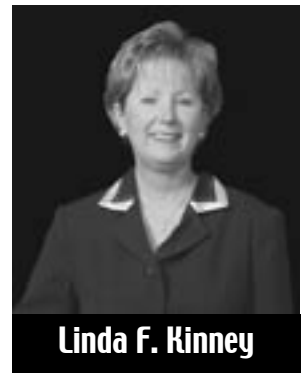
Also, SB-CEUs credits are approved for selected workshops. To see if a catalog workshop has been approved for SB-CEUs, please visit [www.solutionwhere.com/mi\\_sbceu/main.asp](http://www.solutionwhere.com/mi_sbceu/main.asp) and select Michigan Works! Association from the *Courses By Sponsor* menu.

Our commitment to providing fresh, relevant, and interesting training opportunities for our partners remains a constant. Thus, we look forward to seeing you at a workshop soon.

Sincerely,



Linda F. Kinney  
Executive Director  
Michigan Works! Association



Linda F. Kinney

# michigan works! ASSOCIATION

With the creation of the Michigan Works! Association in 1987, Michigan formed the first statewide, unified workforce development association in the country. The Michigan Works! Association has been one of the country's largest and most progressive workforce development associations ever.

## MICHIGAN WORKS! AGENCIES

Area Community Service Employment and Training Council (ACSET) • Grand Rapids
Michigan Works! Berrien-Cass-Van Buren • Benton Harbor
Calhoun Intermediate School District • Marshall
Capital Area Michigan Works! • Lansing
Career Alliance, Inc. • Flint
Central Area Michigan Works! Consortium • Greenville
Detroit Workforce Development Department, A Michigan Works! Agency • Detroit
Eastern Upper Peninsula Michigan Works! • Sault Ste. Marie
Kalamazoo-St. Joseph Michigan Works! • Kalamazoo
Michigan Works! The Job Force Board/Six County Employment Alliance • Escanaba
Livingston County Michigan Works! • Howell
Macomb/St. Clair Michigan Works! • Clinton Township
Muskegon/Oceana Consortium • Muskegon
Northeast Michigan Consortium • Onaway
Northwest Michigan Council of Governments • Traverse City
Oakland County Michigan Works! Workforce Development Division • Pontiac
Ottawa County Michigan Works!/Community Action Agency • Holland
Michigan Works! Region 7B Employment and Training Consortium • Harrison
Saginaw-Midland-Bay Michigan Works! • Saginaw
South Central Michigan Works! • Hillsdale
Southeast Michigan Community Alliance (SEMCA) Michigan Works! • Taylor
Thumb Area Michigan Works! • Marlette
Washtenaw County Michigan Works!/Employment Training and Community Services Group • Ypsilanti
Michigan Works! West Central • Big Rapids
Western Upper Peninsula Michigan Works! • Ironwood

To learn more about the Michigan Works! Association and the Michigan Works! Agencies  
visit our website at: [www.michiganworks.org](http://www.michiganworks.org)

# our associate MEMBERS

The following organizations are already enjoying the benefits of Associate Membership with the Michigan Works! Association. We appreciate their support!

<p>ACCESS Action Management Corp. Allegan County Intermediate School District Arab American Chaldean Council Arnold Center Baker College of Flint Baker College of Owosso Bangor Michigan Works! CareerWorks, Inc. Clinton Task Force on Employment, Inc. Detroit's Work Place Downriver Community Conference Eagle Village Eaton Intermediate School District Employment &amp; Training Designs, Inc. Every Woman's Place Family Services Workforce Development Center Foundation for Behavioral Resources Goodwill Industries of Greater Detroit Goodwill Industries of Greater Grand Rapids Goodwill Industries of Southwestern Michigan Goodwill Industries of West Michigan Grand Rapids Community College Grand Rapids Public Schools</p>	<p>Gratiot-Isabella Regional Education Service District Honoring Our Youth (HOY) Program Hope Network West Michigan Ingham Intermediate School District Jackson Housing Commission Kalamazoo Regional Educational Service Agency – Y.O.U. Kandu Incorporated Kellogg Community College Lansing Community College Latin Americans for Social and Economic Development, Inc. Lewis Cass ISD Michigan State AFL-CIO Human Resources Development, Inc. Michigan Works! Walled Lake Career Center Michigan Works! Waterford Career Center Mid Michigan Industries, Inc. Monroe County Employment &amp; Training Department Newaygo County RESA North Central Michigan College</p>	<p>Northeast Michigan Community Service Agency, Inc. Oak Park Career Center Orchard View Workforce Development Service Center Peckham, Inc. Region IV Area Agency On Aging ROSS Innovative Employment Solutions • St. Clair St. Clair Shores Adult and Community Education School District of the City of Saginaw/APT SER Metro-Detroit Southfield Career Center SVRC Industries Telamon Corporation The Information Center The Resource Network Traverse Bay Area Intermediate School District Troy Career Center University of Phoenix – Michigan Campus White Lake Area Community Education Youth Opportunity Program – Monroe County ISD Zeeland Public Schools</p>
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## application form

Contact Person: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Membership Type: ☐ Individual ☐ Organization

Federal Employer Identification Number (Organizations only): \_\_\_\_\_

Return application and check for \$400.00 to:

Michigan Works! Association • 2500 Kerry Street, Suite 210 • Lansing, MI 48912-3657  
Associate Membership application forms and information are also available at [www.michiganworks.org](http://www.michiganworks.org).

# nawdp certified workforce development professional

# COMPETENCY DEFINITIONS

## 1. HISTORY AND STRUCTURE OF THE WORKFORCE DEVELOPMENT SYSTEM:

- Is aware of the history and structure of the nation's multiple workforce development programs and how this impacts the current system
- Relates public workforce development policy, initiatives, and funding sources with the current system
- Interprets current laws and structure to deliver appropriate services
- Understands how their own work impacts the system's goals

## 2. CAREER DEVELOPMENT PROCESS:

- Identifies the process by which individuals
  - a) define their career goals;
  - b) prepare for, search for, and retain employment; and
  - c) build skills, advance, and change employment
- Figures out how to identify the kinds of information individuals need including assessment in order to make realistic career decisions and where that information can be found
- Knows what skills are needed to search for, obtain, retain, and change employment

## 3. LABOR MARKET INFORMATION (LMI):

- Values the kinds of labor market information available and the uses

of such information

- Recognizes how to access, analyze, and use local, state, and national electronic and non-electronic LMI delivery systems

## 4. DIVERSITY:

- Realizes the special employment needs of diverse groups
- Knows how to adapt materials and services to address these needs

## 5. CUSTOMER SERVICE:

- Recognizes who are the principal customers of the workforce development system
- Identifies their needs and expectations and what constitutes positive customer satisfaction
- Places appropriate emphasis on "excellence" and "speed of response" in work performance

## 6. PROGRAM MANAGEMENT:

- Absorbs how programs are designed to use appropriate service strategies to meet program goals
- Comprehends how budgets are developed and costs are tracked for individual programs
- Uses indicators and established instruments to document program performance and outcomes

## 7. COMMUNICATION:

- Acquires good listening skills
- Writes clearly, including writing a good memo
- Speaks to single individuals or large groups, in order to teach, inform or persuade

## 8. TECHNOLOGY:

- Comprehends basic computer technology used in workforce development
- Demonstrates proficiency or understanding of various computer software applications and the Internet

## 9. COLLABORATION AND PROBLEM SOLVING:

- Recognizes the basic principles of teamwork
- Deals with customers, colleagues, agencies, and partner associates in a positive, professional manner
- Identifies the range of services in the community
- Develops and maintains relationships with partners to deliver a comprehensive array of services to customers

## 10. BUSINESS AND EMPLOYER KNOWLEDGE:

- Understands business and employer needs
- Knows how the private economy works
- Realizes the concepts of profit and loss and return on investment (ROI), recruitment, and retention of workers
- Values the role of workforce development in economic development



**Enjoy the benefits of membership**

**Save Money**  
Associate members receive a reduction in registration rates for the annual Michigan Works! for People Conference and training sessions.

**Early Access to Training**  
Associate members receive access to view and register for catalog training via the Michigan Works! Association website.

**Stay Current**  
Associate members receive timely legislative updates e-mailed in an easy-to-read bulletin format.

**Be Visible**  
Associate members receive recognition in the Michigan Works! Association newsletter, *Newsline*, as well as identification as an associate member on the michiganworks.org website.

**(517) 371-1100 • 2500 Kerry Street, Ste. 210 • Lansing, MI 48912-3657**

# training CALENDAR

## JULY

18 & 19	Faith-Based and Community Organization Initiatives: Tapping Partnerships and Fiscal Resources	Webinar
26 & 27	Increasing Capacity Through Fee-for-Service	Webinar

## AUGUST

1	Job Readiness Assessment Strategies	Grand Rapids
3	Developing Leadership for Supervisors	Lansing
8	Case Management Interventions	Ann Arbor

## SEPTEMBER

10-12	<b><i>2006 Michigan Works! for People Conference</i></b>	<b><i>Grand Traverse Resort</i></b>
21	Assisting Special Populations After A Natural Disaster	Southfield
26	Developing and Managing Effective Re-Entry Programs	Southfieldt
27	Developing and Managing Effective Re-Entry Programs (REPEAT)	Grand Rapids

## OCTOBER

3 & 4	Grant Writing Academy	WMU Lansing
10	Performance Measurement and Evaluation	Mt. Pleasant
11	Job Seeking, Job Keeping, and Job Advancement Skills	Mt. Pleasant

## NOVEMBER

7	Selling Post-Placement Services to Customers	Ann Arbor
8	Teaching Work Habits and Attitudes to Your Customers	Lansing
9	Job Development: Convincing Employers to Hire the Hard-to-Serve	Grand Rapids
14 & 15	Increasing Capacity Through Fee-for-Service (REPEAT)	Webinar

# registration DETAILS

## **WHAT IS MICHIGAN WORKS! ASSOCIATION TRAINING?**

The Michigan Works! Association provides a variety of training to Michigan's workforce development professionals. Michigan Works! Association training is open to staff of Michigan Works! Agencies (MWAs), Associate Members, MWA subcontractors, partner agencies, Michigan Department of Labor and Economic Growth staff, and the general public.

## **HOW DO I REGISTER?**

Registrations are accepted on a first-come, first-served basis; therefore, early registration is recommended. Space is limited. Registrations are accepted by mail, online, and via fax on, or before, the deadlines listed in workshop descriptions. All registrations must include payment, a purchase order or the equivalent. Receipts are available upon request for payments made. On-site registrations for a workshop are subject to availability and pre-registration may be a requirement for attendance. Participants are encouraged to register for the workshop(s) of their choice as soon as possible. The registration fee includes lunch, unless otherwise stated, and materials. If the registration fee is not received prior to the workshop, you will be invoiced.

Your registration will be confirmed by e-mail or fax. Initially, each agency is limited to three (3) registrants per workshop. Additional registrants will be added to a waiting list and notified that they are on the list. Further, the Association will contact those on the waiting list, if space becomes available. Please call (517) 371-1100, ext. 205 for further information.

## **POLICY FOR LATE PAYMENT**

Advance payment of training registrations is strongly encouraged. Should you prefer to receive an invoice, it is very

important that you include the correct billing address on your registration form to ensure timely payment processing.

A five (5) percent late fee will be added to the outstanding balance of each invoice that has aged more than 30 days. A five (5) percent late fee will be assessed each month until the invoice is paid in full. Any organization that has three late payment occurrences will be precluded from attending training unless their registrations have been paid in advance.

## **WHAT HAPPENS IF I WANT TO CANCEL MY REGISTRATION?**

You may cancel your registration by FAX (517) 371-1140 up to three (3) business days prior to the workshop and receive a full refund. Cancellations received less than three (3) business days prior to the workshop will be invoiced, and any payments received will not be refunded. Substitutions are welcome.

## **WHERE DO I STAY DURING THE WORKSHOP?**

Lodging accommodations are the responsibility of the participant. Michigan Works! Association does not generally set guest room blocks for one-day training sessions, unless otherwise noted in the workshop description.

## **AUXILIARY AIDS AND SERVICES**

Auxiliary aids and services are available upon request to individuals with disabilities by notifying Michigan Works! Association two (2) weeks prior to the workshop.

## **SPECIAL NOTE**

Individuals attending training sessions are requested to refrain from using heavily scented personal care products, in order to enhance accessibility for everyone.

# registration FORM

Workshop Name: \_\_\_\_\_

Workshop Date: \_\_\_\_\_

Fee: \_\_\_\_\_

Member Number: \_\_\_\_\_

MEMBER/ASSOCIATE MEMBER FEE: \$60;  
NON-MEMBER FEE: \$100  
*unless otherwise noted*

Name: \_\_\_\_\_

Agency: \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

MWA: \_\_\_\_\_

Do you need auxiliary aids/services or have special dietary needs? ☐ yes ☐ no

If so, please describe: \_\_\_\_\_

## RETURN REGISTRATION FORM AND PAYMENT TO:

Michigan Works! Association  
2500 Kerry Street, Suite 210  
Lansing, MI 48912-3657  
Phone: (517) 371-1100 • Fax: (517) 371-1140

## CANCELLING A REGISTRATION:

You may cancel your registration by FAX (517) 371-1140 up to three (3) business days prior to the workshop and receive a full refund. Cancellations received less than three (3) business days prior to the workshop will be invoiced, and any payments received will not be refunded. No shows will be billed. Substitutions are welcome.

*Advance payment of training registrations is strongly encouraged.  
All registrations must include payment, a purchase order, or the equivalent.*

# Faith-Based and Community Organization Initiatives: tapping partnerships and fiscal RESOURCES

## introduction:

what you need to know:
<b>dates</b> July 18 & 19
<b>location</b> Webinar
<b>session</b> Two Half Days*
<b>registration</b> 8:30 a.m. to 9:00 a.m.
<b>workshop</b> 9:00 a.m. to 12:00 p.m.
<b>registration deadline</b> July 7
<b>fees</b> \$60.00 member/associate member; \$100.00 non-member
<b>nawdp cwdp competency rating</b> 6, 9, 10

There are many components to the Faith-Based and Community Initiatives (FBCI) and the Charitable Choice Provision of the Personal Responsibility and Work Opportunity Reconciliation Act (PRWORA). Becoming involved in faith-based and community initiatives can lead to higher performance, new partnerships, and additional fiscal resources that can be leveraged to meet local needs.

## agenda:

- Review the Charitable Choice provision of the PRWORA
- Review the FBCI
- Review Legislation relative to Federal funding recipients
- Identify Federal sources of funding
- Identify FBCOs issues and resolutions
- Identify promising FBCOs practices
- Identify your agency's role in the FBCI
- Review materials provided by Federal Centers

## who should attend:

Staff from across WBs, One-Stop operators, partners, and administrative agencies for Temporary and Needy Families (TANF) may benefit from identifying how they can tap the partnerships and resources of Federal faith-based and community initiatives.

## special note:

\*Must complete both two day sessions to total one full day participation, which equates to the one day session fee – \$60.00 for member/associate member and \$100.00 for non-member.

## presented by:

April Bender has worked with Workforce Investment Boards (WIBs), administrative agencies for TANF, and faith-based and community organizations (FBCOs) for over 10 years in an effort to build agency and community capacity. Bender has published several resources on the initiative including a national study of the relationship between the WIBs and faith-based and community organizations; successful practices of TANF administrative agencies working with FBCOs; and a primer that provides an overview on each of the Centers for FBCIs.

## details:

Participants are requested to complete a pre-workshop survey that will allow customization of content and delivery strategies, which will be sent by e-mail.

The only software necessary to participate in the webinars is Flash which can be downloaded at [http://www.macromedia.com/shockwave/download/download.cgi?P1\\_Prod\\_Version=ShockwaveFlash](http://www.macromedia.com/shockwave/download/download.cgi?P1_Prod_Version=ShockwaveFlash).

Participants will also be requested to complete a pre/post assessment and a customer satisfaction feedback survey.

In addition to the materials provided for this webinar, a primer, featuring tools and copyrighted resources can also be ordered at a cost of \$15.00. To order the primer or for more information, please contact April Bender at: (315) 265-4294.

# increasing capacity through FEE-FOR-SERVICE

## introduction:

Organizations throughout the workforce development system are anxiously trying to generate additional revenue. Developing or expanding a fee-for-service initiative may be a viable option for some organizations. Learn whether or not fee-for-service should be part of your overall revenue generating strategies and how to make it most profitable within the boundaries provided by the legislation.

what you need to know:
<b>dates</b> July 26 & 27
<b>location</b> Webinar
<b>session</b> Two Half Days*
<b>registration</b> 8:30 a.m. to 9:00 a.m.
<b>workshop</b> 9:00 a.m. to 12:30 p.m.
<b>registration deadline</b> July 14
<b>fees</b> \$60.00 member/associate member; \$100.00 non-member
<b>nawdp cwdp competency rating</b> 8, 10

## agenda:

- Determine the feasibility of establishing or enhancing fee-for-service component(s)
- Review strategies for justifying fee-for-service activities
- Review a sample method for determining operational costs, fee structures, and costs to achieve performance measures
- Review a template for a strategic plan to implement fee-for-service activities
- Review methods for developing a market analysis for both business and internal organizational readiness
- Review marketing surveys for businesses
- Identify the next steps in your organization's process for developing or enhancing fee-for-service activities

## who should attend:

WBs, One-Stop directors, or finance managers that have not developed a fee-for-service component and organizations that have a fee-for-service component, but would like to expand their capacity.

## special note:

\*Must complete both two day sessions to total one full day participation, which equates to the one day session fee – \$60.00 for member/associate member and \$100.00 for non-member.

## presented by:

April Bender has worked with Workforce Investment Boards (WIBs), administrative agencies for TANF, and faith-based and community organizations (FBCOs) for over 10 years in an effort to build agency and community capacity. Bender has published several resources on the initiative including a national study of the relationship between the WIBs and faith-based and community organizations; successful practices of TANF administrative agencies working with FBCOs; and a primer that provides an overview on each of the Centers for FBCIs.

## details:

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The only software necessary to participate in the webinars is Flash which can be downloaded at [http://www.macromedia.com/shockwave/download/download.cgi?P1\\_Prod\\_Version=ShockwaveFlash](http://www.macromedia.com/shockwave/download/download.cgi?P1_Prod_Version=ShockwaveFlash).

Participants will also be requested to complete a pre/post assessment and a customer satisfaction feedback survey.

In addition to the materials provided for this webinar, a primer, featuring tools and copyrighted resources can also be ordered at a cost of \$15.00. To order the primer or for more information, please contact April Bender at: (315) 265-4294.

# job readiness assessment STRATEGIES

## introduction:

<b>what you need to know:</b>
<b>date</b> August 1
<b>location</b> Grand Rapids
<b>session</b> Whole Day
<b>registration</b> 8:30 a.m. to 9:00 a.m.
<b>workshop</b> 9:00 a.m. to 4:00 p.m.
<b>registration deadline</b> July 21
<b>fees</b> \$60.00 member/associate member; \$100.00 non-member
<b>nawdp cwdp competency rating</b> 2

**T**his workshop will explore a variety of strategies to assist workforce development staff in the process of job readiness assessment. This is often a challenging and under developed component in workforce programs, and is an area where process improvement can have a direct impact on performance. This session will offer guidelines and tools to better define and integrate a process for job readiness assessment that may better connect assessment, case management, and job development resources. The workshop is a fast paced, interactive workshop that targets practical solutions to issues common to many workforce development programs.

## agenda:

- To better understand the basic components of job readiness assessment, and common issues facing workforce programs
- To explore strategies and applications that focus on improving the process of job readiness assessment
- To review and discuss a range of specific tools that can be used to determine the level of job readiness
- To apply workshop information toward implementation in daily practices

## who should attend:

New and experienced staff who work in assessment, resource rooms, case management, and job placement in workforce development programs.

## presented by:

James R. Nitz, executive vice president, Kaiser Group, Inc., has been a workforce development professional for over 25 years, and has certification through NAWDP and NBCC. He has extensive WIA, TANF and One-Stop operational experience and remains a "hands on" consultant and trainer. Nitz's workshop and consulting experience has taken him all over the country, as well as international assignments. Nitz is well known for his entertaining and insightful presentations, and is a past recipient of NAWDP's *Professional Development Award*.

## details:

Hilton Grand Rapids Airport  
4747 28th Street, S.E.  
Grand Rapids, MI 49512  
(616) 957-0100

# developing leadership for SUPERVISORS

## introduction:

**T**his workshop offers a practical approach to leadership development. We will explore what staff qualities enhance their ability as potential leaders in an organization, and successful ways to develop and apply leadership skills. The workshop will review creative research and best practices in developing supervisors and leaders, and the unique challenges faced in workforce development programs. The session will combine self assessment opportunities with research and background material and involve the participants in lively discussion and practical improvement strategies. Supervisory effectiveness and leadership talent are critical human capital in any organization and they need creative development and focused attention.

### what you need to know:

**date** August 3

**location** Lansing

**session** Whole Day

**registration** 8:30 a.m. to 9:00 a.m.

**workshop** 9:00 a.m. to 4:00 p.m.

**registration deadline** July 24

**fees** \$60.00 member/associate member; \$100.00 non-member

**nawdp cwdp competency rating**  
6,7

## agenda:

- Identify key characteristics of effective leaders
- Explore the collaborative nature of followers and leaders within an organization
- Understand the importance and challenges of developing talent within an organization
- Increase our working knowledge of leadership styles, and their applications within workforce development programs
- Reinforce the importance of coaching and mentoring for future success

## who should attend:

This session is appropriate for management staff who are in a position to develop themselves or others for future leadership. This would include new and experienced staff in positions of middle management (leads, supervisors, etc.) through upper level management.

## presented by:

James R. Nitz, executive vice president, Kaiser Group, Inc., has been a workforce development professional for over 25 years, and has certification through NAWDP and NBCC. He has extensive WIA, TANF and One-Stop operational experience and remains a "hands on" consultant and trainer. Nitz's workshop and consulting experience has taken him all over the country, as well as international assignments. Nitz is well known for his entertaining and insightful presentations, and is a past recipient of NAWDP's Professional Development Award.

## details:

Holiday Inn West  
7501 West Saginaw  
Lansing, MI 48917  
(517) 627-3211

# case management INTERVENTIONS

## introduction:

what you need to know:
<b>date</b> August 8
<b>location</b> Ann Arbor
<b>session</b> Whole Day
<b>registration</b> 8:30 a.m. to 9:00 a.m.
<b>workshop</b> 9:00 a.m. to 4:00 p.m.
<b>registration deadline</b> July 31
<b>fees</b> \$60.00 member/associate member; \$100.00 non-member
<b>nawdp cwdp competency rating</b> 2, 5

**T**his workshop will explore a variety of strategies to assist case management staff with tools for effective decision-making and appropriate interventions as they work with customers. Come to this session to learn how to plan and build the roadmap that will lead the customer to self-sufficiency.

## agenda:

- Utilize a structured case management model to better understand the role of the case manager
- Introduce creative assessment and employment planning strategies and problem solving techniques that can be utilized by case managers on behalf of the customer
- Discuss creative use of program and community resources to build appropriate activities for the customer
- Build strategies for incorporating intervention techniques into everyday case management practice

## who should attend:

All staff performing case management functions within workforce programs.

## presented by:

Tony Dziedzic, vice president consulting and training, Kaiser Group, Inc., has over 17 years of experience in social services and workforce development. This experience includes extensive responsibility in WIA and TANF program operations. He played a vital role in the development of welfare reform initiatives in Wisconsin and has also had involvement in similar initiatives in New York City and the Netherlands. He has done extensive case management training and consulting throughout the United States. He is a Certified Workforce Development Professional and Board Member of the National Association of Workforce Development Professionals (NAWDP).

## details:

Best Western Executive Plaza  
2900 Jackson Avenue  
Ann Arbor, MI 48103  
(734) 665-4444

# assisting special populations after a natural DISASTER

## introduction:

In less than a year, this country has been faced with many challenges as it relates to natural disasters. As agencies, we are faced with quickly learning how to provide support to the victims of these unforeseen circumstances.

This workshop will highlight useful ways to provide assessments, develop programming, and facilitate effective services that increase support to these customers. This workshop is designed to encourage the attendance of the novice and expert worker, interested in working together for the purpose of assisting special populations.

what you need to know:
<b>date</b> September 21
<b>location</b> Southfield
<b>session</b> Half Day
<b>registration</b> 8:30 a.m. to 9:00 a.m.
<b>workshop</b> 9:00 a.m. to 12:30 p.m.
<b>registration deadline</b> September 15
<b>fees</b> \$30.00 member/associate member; \$50.00 non-member
<b>nawdp cwdp competency rating</b> 4,5

## agenda:

- Effective techniques used to provide intake assessments
- Models used to develop programming
- Healthy ways to encourage and support the customers
- Insight into the experiences of environmental victims
- Training and supervising the staff

## who should attend:

Workforce directors, frontline staff, case managers, educators, community service entities, and the special services community.

## presented by:

Victoria Brown, Ph.D (candidate) is the Founder and CEO of El Shaddai Counseling & Consultation Services located in Monroe, Michigan. She has over eight years of experience in assisting special populations receiving services through non-profit organizations. Her extensive background of counseling education has exposed her to many successes in program development, evaluation, grant-writing, needs assessments, business consulting, and staff supervision.

## details:

Westin – Southfield  
1500 Town Center  
Southfield, MI 48075  
(248) 827-4000

# developing and managing effective re-entry PROGRAMS

## introduction:

what you need to know:
<b>date</b> September 26
<b>location</b> Southfield
<b>session</b> Whole Day
<b>registration</b> 8:30 a.m. to 9:00 a.m.
<b>workshop</b> 9:00 a.m. to 4:00 p.m.
<b>registration deadline</b> September 18
<b>fees</b> \$60.00 member/associate member; \$100.00 non-member
<b>nawdp cwdp competency rating</b> 4, 6

Helping ex-offenders re-enter society is a complex process that involves connecting them to employment, family, and the community. Using the relationship between fathers and their children as the foundation for program services, we will help community organizations learn the skills and knowledge needed to run programs that effectively reach out to ex-offenders, reconnect ex-offenders to all aspects of society, improve the lives of their children, gain employment, meet their child support obligations, and reduce the recidivism rate. Best practices learned from the Mott Foundation sponsored *Fathers at Work* initiative will be integrated into the workshop.

## agenda:

- Effective practices for working with ex-offenders as identified through the three year Mott Foundation supported *Fathers at Work Initiative*
- The role that state laws and the court system play in directing the re-entry of ex-offenders
- Techniques for connecting ex-offenders to their children and the role this plays in the individual's success
- Addressing ex-offender strengths and barriers in preparing an effective job placement plan
- Integrating re-entry best practices into community based services

## who should attend:

Job developers, case managers, project directors, and other direct services providers working with the ex-offender population.

## presented by:

Charles Jameson, president of Jameson & Associates, LLC, has over 25 years of experience in workforce development. He has a Master's Degree in Public Administration.

Ray Jones, director of ex-offender programs for Impact Services Corporation, managed their nationally recognized *Fathers at Work Initiative*. Jones has a Master's Degree in Psychology and over 20 years of experience in workforce development.

## details:

Westin – Southfield  
1500 Town Center  
Southfield, MI 48075  
(248) 827-4000

# developing and managing effective re-entry PROGRAMS

## introduction:

Helping ex-offenders re-enter society is a complex process that involves connecting them to employment, family, and the community. Using the relationship between fathers and their children as the foundation for program services, we will help community organizations learn the skills and knowledge needed to run programs that effectively reach out to ex-offenders, reconnect ex-offenders to all aspects of society, improve the lives of their children, gain employment, meet their child support obligations, and reduce the recidivism rate. Best practices learned from the Mott Foundation sponsored *Fathers at Work Initiative* will be integrated into the workshop.

what you need to know:
<b>date</b> September 27
<b>location</b> Grand Rapids
<b>session</b> Whole Day
<b>registration</b> 8:30 a.m. to 9:00 a.m.
<b>workshop</b> 9:00 a.m. to 4:00 p.m.
<b>registration deadline</b> September 19
<b>fees</b> \$60.00 member/associate member; \$100.00 non-member
<b>nawdp cwdp competency rating</b> 4, 6

## agenda:

- Effective practices for working with ex-offenders as identified through the three year Mott Foundation supported *Fathers at Work Initiative*
- The role that state laws and the court system play in directing the re-entry of ex-offenders
- Techniques for connecting ex-offenders to their children and the role this plays in the individual's success
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## who should attend:

Job developers, case managers, project directors, and other direct services providers working with the ex-offender population.

## presented by:

Charles Jameson, president of Jameson & Associates, LLC, has over 25 years of experience in workforce development. He has a Master's Degree in Public Administration.

Ray Jones, director of ex-offender programs for Impact Services Corporation, managed their nationally recognized *Fathers at Work Initiative*. Jones has a Master's Degree in Psychology and over 20 years of experience in workforce development.

## details:

Hilton Grand Rapids Airport  
4747 28th Street, S.E.  
Grand Rapids, MI 49512  
(616) 957-0100

# grant writing ACADEMY

## introduction:

<b>what you need to know:</b>
<b>dates</b> October 3 & 4
<b>location</b> WMU Lansing
<b>session</b> Whole Day
<b>registration</b> 8:30 a.m. to 9:00 a.m.
<b>workshop</b> 9:00 a.m. to 4:00 p.m.
<b>registration deadline</b> September 22
<b>fees</b> \$120.00 member/associate member; \$200.00 non-member
<b>nawdp cwdp competency rating</b> 6
<b>special note</b> This is a two day session, you must attend both

**M**any of us would write more grants if we had templates and a successful grant writing process. We would also be more likely to receive grant funding if we had a better understanding of how our proposals are evaluated by the funder. This workshop will allow you to create or improve your templates and grant writing process while using the funder's criteria to prepare a successful proposal.

## agenda:

- Develop the capacity within your agency and across agencies to write a proposal that is funded in order to better respond to the needs of those living in the community and increase the capacity of the organization
- Develop an effective grant writing process in your agency and/or across agencies (create procedures and templates)
- Access a variety of funding sources via Internet searches/sources
- Identify critical partnerships across the community, necessary to leverage collective capacity and be more competitive
- Access the data necessary for the needs statement and create a needs statement that effectively demonstrates a compelling need
- Evaluate a proposal from the perspective of the funder using the criteria provided, identify the strengths and weakness of the proposal, and identify how your grants can be improved as a result of what you learned through this opportunity

## who should attend:

Anyone that is part of the organization's grant writing process or will be responsible for the implementation grants will benefit from this Academy.

## presented by:

April Bender, has 19 years experience as a practitioner who has successfully secured over 100 million dollars of funding from government agencies, foundations, and corporations as a non-profit organization. Bender has also written *Request for Proposals* for state agencies, reviewed grants for state and federal agencies, and facilitated grant writing workshops throughout the nation.

## details:

Western Michigan University – Lansing Campus  
6105 West St. Joseph Hwy.  
Lansing, MI 48917  
(517) 327-1480

# performance measurement and EVALUATION

## introduction:

**K**nowing where you want to go and when you have arrived requires detailed and accurate information. It is also said that people pay attention to what gets measured. Managers need to know how to use data to review and improve staff performance, as well as to plan, monitor, and evaluate programs. This workshop will help workforce development professionals understand the importance that information plays in planning, tracking and evaluating program activities, as well as driving continuous improvement. Trainees will have the opportunity to develop a practical performance-based system that they can take back and utilize at their agencies.

### what you need to know:

**date** October 10

**location** Mt. Pleasant

**session** Whole Day

**registration** 8:30 a.m. to 9:00 a.m.

**workshop** 9:00 a.m. to 4:00 p.m.

**registration deadline** October 2

**fees** \$60.00 member/associate member; \$100.00 non-member

**nawdp cwdp competency rating**  
3, 6, 8

## agenda:

- Review funding source requirements to ensure that goals and objectives are appropriate and reasonable
- Write quantitative, time-measured objectives
- Develop an effective computer-based tracking system
- Develop an effective program evaluation process
- Accurately complete required program reports

## who should attend:

Executive directors, program managers, direct services staff with reporting requirements.

## presented by:

Charles Jameson, president of Jameson & Associates, LLC, has over 25 years of experience designing, managing, and evaluating workforce development programs. With a Master's Degree in Public Administration, Jameson was responsible for continuous improvement for the Education and Training Division of ARBOR, Inc., a national education and training company, where he also managed over \$25,000,000 in programs.

## details:

Comfort Inn Suites  
2424 South Mission  
Mt. Pleasant, MI 48858  
(989) 772-4000

# job seeking, job keeping, and job advancement SKILLS

## introduction:

what you need to know:
<b>date</b> October 11
<b>location</b> Mt. Pleasant
<b>session</b> Whole Day
<b>registration</b> 8:30 a.m. to 9:00 a.m.
<b>workshop</b> 9:00 a.m. to 4:00 p.m.
<b>registration deadline</b> October 3
<b>fees</b> \$60.00 member/associate member; \$100.00 non-member
<b>nawdp cwdp competency rating</b> 2, 5

In a competitive job market, getting the job requires having an *edge*. You must have skills related to locating available jobs, matching abilities to job openings, impressing the employer with your resume and application, and making you the one person the employer remembers and hires. This workshop will provide best practices in job seeking skills, as well as offer strategies for keeping a job and advancing to better positions. You will learn how to run effective job clubs and manage self-directed job search, as well as gain an understanding of job development from the perspective of the employer.

## agenda:

- Conduct an effective job search and become employed (resume writing, completing job applications, dressing to impress, matching skills to job requirements, following up after an interview)
- Keep a job once employed (what employers expect from employees, dealing constructively with criticism, addressing issues of harassment and discrimination, understanding your pay check)
- Advance on a job (planning for career growth, moving up with your current employer, leaving one job for another without burning bridges, managing your job with your family responsibilities)

## who should attend:

Job developers, work readiness instructors, project directors, customers seeking employment.

## presented by:

Charles Jameson, president of Jameson & Associates, LLC, has over 25 years of experience in the workforce development field and over 36 years of experience in human services. With a Master's Degree in Public Administration, Jameson has designed and managed job placement programs, taught work readiness skills to customers, and conducted workshops on work readiness to various organizations and individuals.

## details:

Comfort Inn Suites  
2424 South Mission  
Mt. Pleasant, MI 48858  
(989) 772-4000

# selling post-placement services to CUSTOMERS

## introduction:

**T**he trend in workforce development programs is to provide services beyond placement yet many customers believe that when they get a job, the program is over. Nothing could be further from the truth. It's difficult to provide post-placement and advancement services to customers who don't see the benefits. Customers are difficult to find, don't return phone calls, and want job training staff to simply leave them alone. This workshop will assist you in attracting those customers back to your centers and selling the post-placement services they need to ensure success.

### what you need to know:

**date** November 7

**location** Ann Arbor

**session** Whole Day

**registration** 8:30 a.m. to 9:00 a.m.

**workshop** 9:00 a.m. to 4:00 p.m.

**registration deadline** October 31

**fees** \$60.00 member/associate member; \$100.00 non-member

**nawdp cwdp competency rating**  
2, 5, 7

## agenda:

- How to sell post-placement services
- How to re-engage lost customers post-placement
- What post-placement services to deliver
- How to add value to your follow-up calls
- A sample post-placement meeting agenda

## who should attend:

Post-placement and retention counselors, case managers, operations managers, intake and orientation staff.

## presented by:

Jodie Sue Kelly is one of the nation's best-known and most skillful workforce development consultants. Named *Professional of the Year* in 2004 by the National Association of Workforce Development Professionals, Kelly has trained more than 60,000 managers and staff since 1984. She has also conducted or supported more than 40 national and local evaluation projects. Most recently, Kelly worked on a demonstration project called *Employment, Retention, Advancement* in both the United States as well as in Great Britain.

## details:

Best Western Executive Plaza  
2900 Jackson Avenue  
Ann Arbor, MI 48103  
(734) 665-4444

# teaching work habits and attitudes to your CUSTOMERS

## introduction:

**M**any customers need to learn positive work habits and attitudes to be successful on the job. Yet most training focuses heavily on how to get a job. Customers seem able to get jobs but quit for the slightest reason.

You have worked hard to develop the placement and impress the employer and then you are left holding the bag when the customer you sent quits the job. Customers quit jobs for a myriad of reasons: they are asked to do something they don't view as being their jobs, they don't get along with supervisors, they miss too much work, and are frequently tardy. Yet to be successful and progress on the job, customers must exhibit positive work habits and build a strong work history.

This workshop covers a compilation of strategies and techniques to change attitudes, to internalize positive work habits and attitudes and to help clients understand the culture of work.

what you need to know:
<b>date</b> November 8
<b>location</b> Lansing
<b>session</b> Whole Day
<b>registration</b> 8:30 a.m. to 9:00 a.m.
<b>workshop</b> 9:00 a.m. to 4:00 p.m.
<b>registration deadline</b> November 1
<b>fees</b> \$60.00 member/associate member; \$100.00 non-member
<b>nawdp cwdp competency rating</b> 2, 5

## agenda:

- Three keys to attitude change
- Best methods of teaching work habits and attitudes
- Sample classroom activities you can use
- Setting up a *Work Habits and Attitude* certification process
- How to internalize positive work habits

## who should attend:

Case managers, trainers, workshop leaders, managers and supervisors.

## presented by:

Jodie Sue Kelly is one of the nation's best-known and most skillful workforce development consultants. Name *Professional of the Year* in 2004 by the National Association of Workforce Development Professionals, Kelly has trained more than 60,000 managers and staff since 1984. She has also conducted or supported more than 40 national and local evaluation projects. Most recently, Kelly worked on a demonstration project called *Employment, Retention, Advancement* in both the United States as well as in Great Britain

## details:

Best Western Midway Hotel – Lansing  
7711 West Saginaw Hwy.  
Lansing, MI 48917  
(517) 627-8471

# Job Development: convincing employers to hire the HARD-TO-SERVE

## introduction:

**S**elf-directed job placement has been the trend but simply isn't enough for customers who have major barriers to employment or who live in areas with high jobless rates. Staff must take the lead and seek out job openings, *sell* employers with customers, and maintain good relationships, even when placements turn out badly.

You'll learn practical and innovative ways to *position* your program in the community, identify job openings, use telemarketing and direct mail, make sales calls that get results, match customers to jobs, keep employers engaged to improve job retention and satisfy employers so they will hire from you repeatedly.

### what you need to know:

**date** November 9

**location** Grand Rapids

**session** Whole Day

**registration** 8:30 a.m. to 9:00 a.m.

**workshop** 9:00 a.m. to 4:00 p.m.

**registration deadline** November 2

**fees** \$60.00 member/associate member; \$100.00 non-member

**nawdp cwdp competency rating**  
4, 9, 10

## agenda:

- How to position your services
- How to get employers to take the *risk* of hiring hard to serve
- Sales materials you'll need
- How to write direct mail and telephone scripts
- Handling the in person sales call
- Repositioning your services to something employer's value

## who should attend:

Job developers and employer liaisons.

## presented by:

Jodie Sue Kelly is one of the nation's best-known and most skillful workforce development consultants. Name *Professional of the Year* in 2004 by the National Association of Workforce Development Professionals, Kelly has trained more than 60,000 managers and staff since 1984. She has also conducted or supported more than 40 national and local evaluation projects. Most recently, Kelly worked on a demonstration project called *Employment, Retention, Advancement* in both the United States as well as in Great Britain.

## details:

Hilton Grand Rapids Airport  
4747 28th Street, S.E.  
Grand Rapids, MI 49512  
(616) 957-0100

(Repeat)

# increasing capacity through FEE-FOR-SERVICE

## introduction:

what you need to know:
<b>dates</b> November 14 & 15
<b>location</b> Webinar
<b>session</b> Two Half Days*
<b>registration</b> 8:30 a.m. to 9:00 a.m.
<b>workshop</b> 9:00 a.m. to 12:00 p.m.
<b>registration deadline</b> November 3
<b>fees</b> \$60.00 member/associate member; \$100.00 non-member
<b>nawdp cwdp competency rating</b> 8, 10

Organizations throughout the workforce development system are anxiously trying to generate additional revenue. Developing or expanding a fee-for-service initiative may be a viable option for some organizations. Learn whether or not fee-for-service should be part of your overall revenue generating strategies and how to make it most profitable within the boundaries provided by the legislation.

## agenda:

- Determine the feasibility of establishing or enhancing fee-for-service component(s)
- Review strategies for justifying fee-for-service activities
- Review a sample method for determining operational costs, fee structures, and costs to achieve performance measures
- Review a template for a strategic plan to implement fee-for-service activities
- Review methods for developing a market analysis for both business and internal organizational readiness
- Review marketing surveys for businesses
- Identify the next steps in your organization's process for developing or enhancing fee-for-service activities

## who should attend:

WBs, One-Stop directors, or finance managers that have not developed a fee-for-service component and organizations that have a fee-for-service component, but would like to expand their capacity.

## special note:

\*Must complete both two day sessions to total one full day participation, which equates to the one day session fee – \$60.00 for member/associate member and \$100.00 for non-member.

## presented by:

April Bender has worked with Workforce Investment Boards (WIBs), administrative agencies for TANF, and faith-based and community organizations (FBCOs) for over 10 years in an effort to build agency and community capacity. Bender has published several resources on the initiative including a national study of the relationship between the WIBs and faith-based and community organizations; successful practices of TANF administrative agencies working with FBCOs; and a primer that provides an overview on each of the Centers for FBCIs.

## details:

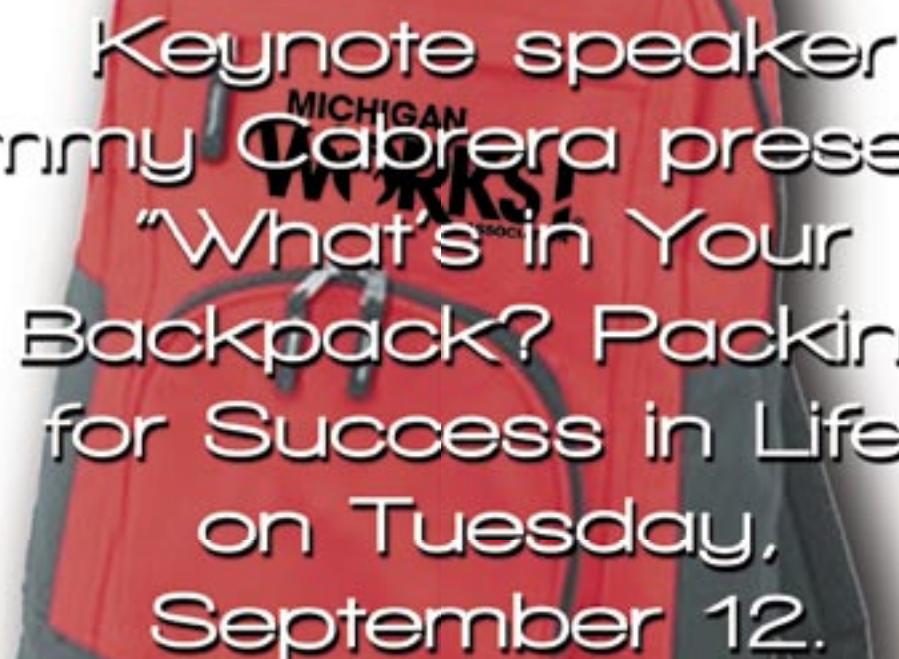
Participants are requested to complete a pre-workshop survey that will allow customization of content and delivery strategies.

The only software necessary to participate in the webinars is Flash which can be downloaded at [http://www.macromedia.com/shockwave/download/download.cgi?P1\\_Prod\\_Version=ShockwaveFlash](http://www.macromedia.com/shockwave/download/download.cgi?P1_Prod_Version=ShockwaveFlash).

Participants will also be requested to complete a pre/post assessment and a customer satisfaction feedback survey.

In addition to the materials provided for this webinar, a primer, featuring tools and copyrighted resources can also be ordered at a cost of \$15.00. To order the primer or for more information, please contact April Bender at: (315) 265-4294.

# Your Backpack to Success



Keynote speaker  
Jimmy Cabrera presents,  
"What's in Your  
Backpack? Packing  
for Success in Life"  
on Tuesday,  
September 12.

Join us for the 2006  
Michigan Works! for  
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being held  
September 10-12 at  
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